

COMMUNITY DEVELOPMENT

Department Purpose and Description

The Community Development Department is responsible for a wide array of community and economic development projects, programs, and activities implemented through the divisions of: Economic Development, Planning and Environmental Services, Redevelopment, and Affordable Housing/CDBG.

Community Development consists of twenty-three permanent full-time positions and serves as direct staff for the Redevelopment Agency, Economic Development Commission, Housing Advisory Commission, Mobile Home Rent Review Commission, and the Town Centre Project Area Committee. The Department also serves as liaison to the Chula Vista Chamber of Commerce, Downtown Business Association, and Broadway Business Association; and works cooperatively with many regional and local agencies such as the San Diego Regional and South County Economic Development commissions and San Diego Housing Federation.

Generally, the Economic Development Division is responsible for pursuing and implementing a wide-array of proactive business attraction, retention and assistance programs as well as leading significant city-wide economic development strategic planning initiatives. The Division works collaboratively with City Administration and the Development Services departments to implement broad economic development projects and programs while also providing general economic development site selection and marketing support services. The Planning and Environmental Services Division provides professional planning and environmental entitlement review, analysis and processing services for most of the projects and programs implemented by the Department by working collaboratively with the Planning and Building Department.

The Redevelopment and Housing Divisions serve as primary staff to the Redevelopment Agency. Redevelopment Division staff ensure the full implementation of five redevelopment project areas and manage redevelopment programs and development projects. Housing Division staff, utilizing the 20% Low- and Moderate-Income Housing Set-Aside funds, implements city-wide affordable housing programs pursuant to the City's Housing Element of the General Plan while also managing the CDBG and HOME programs.

Major Accomplishments for Fiscal Year 2005

Provided below are the accomplishments of the Economic Development and Planning and Environmental Services divisions. The accomplishments for the Redevelopment and Housing divisions are provided under the Redevelopment Agency.

Bayfront Planning

The Department devoted significant time and energy in designing and executing the Bayfront Planning effort. This undertaking culminated in the City Council and the Port Commission's successful joint public meeting where agreement was reached over a land use and development framework.

Urban Core Specific Plan

The Department is mid-stream into the exciting and promising Urban Core Specific Planning effort. The effective use of a Citizen's Advisory Committee and a leading urban design architect is bringing a new vision, promises of new development, and needed amenities to western Chula Vista.

University Center and Research Park

The Economic Development division of Community Development has worked with creativity and tenacity to bring the city to the cusp of securing a viable Multi-Institutional Teaching University Center and Research Park to Chula Vista. Council approved the formation of a blue ribbon committee that will lead the next phase of academic and structural planning.

Chula Vista Redevelopment Corporation (501c3)

The Department successfully developed an overall structure and composition for the new Chula Vista Redevelopment Corporation (501c3). The CVRC will streamline entitlement processing and provide a entity on the redevelopment of western Chula Vista.

Major Goals and Challenges for Fiscal Years 2006 and 2007

The Department is focused on six key goals for next year:

Bayfront Master Planning

The Department is utilizing key staffing resources to secure completion of the Bayfront Master plan by next year. There are several critical planning projects that are important for success. Those are: completing the City's amendment to the Local Coastal Plan and gaining approval from the Coastal Commission; securing approval for a land swap from the State Lands Commission; and completion of the Environmental Impact Report.

Urban Core Specific Plan

Completion of this planning document will set the stage for significant change in Western Chula Vista. It is also a most important tool for attracting new and well-qualified developers to Chula Vista. Redevelopment activities will be the essential mechanism for generating new development, substantial tax revenues, new affordable housing, and most significantly much needed amenities (such as parks, new schools, public art, improved pedestrian corridors, and design enhancements) to western Chula Vista.

University Center and Research Park (UPRC)

The University planning efforts are at a critical junction. The next phase of planning will be focused on facilitating, promoting and guiding the UPRC. Support in fiscal year 2006 will include formation of a non-profit, consultant support for pursuing state legislative changes relative to UPRC, and for the pursuit of state, federal and private funding for the continued planning and development of UPRC.

Economic Development

The strategic planning efforts of the economic development division have focused on renewed efforts towards international, national and regional business attraction. These efforts coincide with the plans for the University and Research Park on the east and anticipated redevelopment activities on the west. Other key economic development efforts are related to expanding and supporting the Auto Park, developing promotional materials and marketing research, effective use of advertising, web design enhancements and relationship development and management.

Southwest Specific Plan

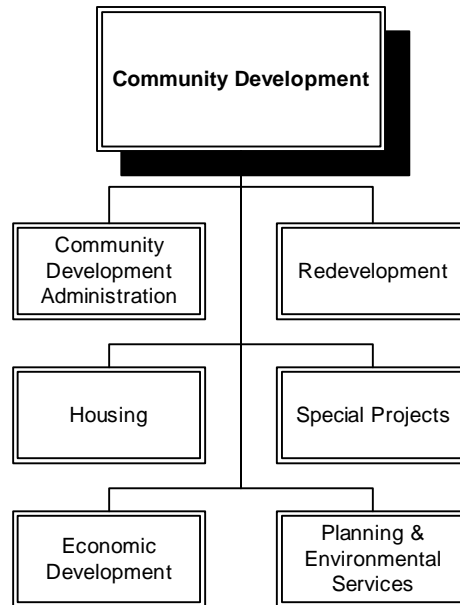
The department has set as a strategic priority a specific planning effort for the Southwest Redevelopment Project area. This area is ripe for redevelopment assistance and a planning effort would stimulate much needed investment in the area. The long-term benefit to the City and the community of Southwest is significant.

Redevelopment in the Urban Core

The department expects to devote extraordinary staff resources and effort in facilitating the initial steps for an anticipated 12 new redevelopment projects on the west side. Staff estimates between 800 and 1000 new dwelling units and significant additional commercial/retail are projected over the next three to five years.

COMMUNITY DEVELOPMENT

ORGANIZATION CHART



COMMUNITY DEVELOPMENT 11000

EXPENDITURES

	FY 2004 ACTUAL	FY 2005 AMENDED	FY 2006 ADOPTED	FY 2007 ADOPTED
Personnel Services	2,381,651	2,773,849	3,132,356	3,221,164
Supplies and Services	750,766	1,256,976	704,260	689,260
Capital	30,417	0	0	0
EXPENDITURE TOTALS	\$3,162,834	\$4,030,825	\$3,836,616	\$3,910,424

Expenditures by Division

DIVISION	FY 2004 ACTUAL	FY 2005 AMENDED	FY 2006 ADOPTED	FY 2007 ADOPTED
11100 Administration	759,993	1,500,377	965,502	989,119
11300 Redevelopment	679,531	894,546	809,672	832,838
11500 Housing	410,490	407,372	354,676	363,095
11600 Special Projects	94,944	106,605	0	0
11700 Economic Development	951,347	837,179	1,175,496	1,179,290
11900 Planning & Environ Services	266,529	284,746	531,270	546,082
EXPENDITURE TOTALS	\$3,162,834	\$4,030,825	\$3,836,616	\$3,910,424

REVENUES

	FY 2004 ACTUAL	FY 2005 PROJECTED	FY 2006 ESTIMATED	FY 2007 ESTIMATED
Revenue from Other Agencies	0	56,668	59,785	59,785
Charges for Services	113,958	0	0	0
Other Revenue	2,472,766	2,528,498	3,022,478	3,176,209
Transfers In	0	0	147,000	0
REVENUE TOTALS	\$2,586,724	\$2,585,166	\$3,229,263	\$3,235,994

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AUTHORIZED POSITIONS

	FY 2001	FY 2002	FY 2003	FY 2004	FY2005	FY2006	FY2007
Director of Community Development	1	1	1	1	1	1	1
Asst Director of Community Development	1	1	1	1	1	1	1
Administrative Secretary	2	0	0	0	0	0	0
Community Development Specialist I / II	4	4	4	4	3	3	3
Deputy Director of Redevelopment	0	0	0	0	1	1	1
Economic Development Manager	1	1	1	1	1	1	1
Environmental Projects Manager	1	1	1	1	0	0	0
Housing Coordinator	1	1	1	1	0	0	0
Housing Manager	0	0	0	0	0	1	1
Planning and Environmental Manager	1	1	1	1	0	0	0
Planning and Housing Manager	0	0	0	0	1	1	1
Principal Community Development Specialist	2	3	3	3	2	3	3
Redevelopment Coordinator	1	1	1	1	0	0	0
Redevelopment Projects Manager	0	0	0	0	1	1	1
Secretary	1	1	1	1	1	1	1
Secretary to Redevelopment Agency	1	0	0	0	0	0	0
Senior Administrative Secretary	0	1	1	1	1	1	1
Senior Community Development Specialist	4	4	4	4	9	7	7
Senior Management Analyst	0	0	0	0	1	1	1
Senior Planner	1	1	1	1	0	0	0
Senior Secretary	0	2	2	2	2	2	2
Special Planning Projects Manager	0	1	1	0	0	0	0
Total Permanent FTE's	22	24	24	23	25	25	25

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MISSION STATEMENT • GOALS • OBJECTIVES AND MEASURES

MISSION STATEMENT: The Community Development Department creatively plans and facilitates physical improvements, economic development and social benefits to advance the quality of life of all people in the Chula Vista community.

GOAL: To implement the City's newly adopted Economic Development Strategy (EDS) – including business attraction, retention, and expansion activities - that promote a diversified and vibrant local economy, generating tax revenues and providing job opportunities, to ensure the City's short and long term fiscal viability and an increasing standard of living for local residents.

Objective:

1. *Facilitate the Business Response Team's oversight of EDS implementation, including defining and monitoring performance benchmarks*
2. *Establish a restructured University Task Force and support the development of a University Recruitment Action Plan*
3. *Recruit targeted upscale restaurants*
4. *Recruit targeted industry cluster businesses*
5. *Develop, fund, and implement an aggressive Economic Development Marketing/Image Enhancement Plan in partnership with local stakeholders*
6. *Offer Local Employer Assistance Program (LEAP) services that result in business/job retention and expansion*
7. *Restructure and reappoint the City's Economic Development Commission*
8. *Prepare an International Trade Program Action Plan*
9. *Designate future business parks/ Regional Technology Parks in the General Plan*
10. *Proactively assist in the planning and development of the EUC*
11. *Identify a future location and funding for the Visitor's Center*
12. *Develop and adopt an Economic Development Element of the General Plan*

GOAL: Provide leadership and support to the City's Redevelopment Agency in revitalizing adopted redevelopment project areas, with a special focus on reversing deteriorating economic and physical conditions; redeveloping blighted, underutilized, and vacant properties; improving infrastructure and public facilities; and producing revenues through the development of job generating properties.

Objective: *Advance development projects and revitalization programs in each of the five redevelopment project areas in order to improve their physical condition and economic viability through new private and public sector investment. Including the following key objectives:*

1. *Make substantial progress toward development of the Chula Vista @ Landis and Gateway Chula Vista Phase II projects in the Town Centre I Redevelopment Project Area.*
2. *Make substantial progress toward development of the "E" Street Transit Village project and advance the redevelopment of the Sweetwater Union High School District Fifth Avenue project in the Town Centre II Redevelopment Project Area.*
3. *Complete the entitlement process for development of the Bayfront Commons project and make substantial progress on the Port/City Master Planning process in the Bayfront Redevelopment Project Area.*
4. *Advance the proposed Charles Company West Fairfield project and complete the 760 Broadway mixed-use project in the Southwest Redevelopment Project Area.*
5. *Complete the entitlement processes for the Auto Park Expansion projects (North and East) and work collaboratively with the respective development teams to secure commitments from respective auto dealerships.*
6. *Complete the Merged Redevelopment Project Expansion and Plan Amendment process*

GOAL: Provide an array of housing assistance programs designed to stimulate the production and preservation of a balanced mix of quality, affordable, and safe residential housing units and neighborhoods citywide.

Objective: *Offer affordable home ownership programs by providing down payment and/or closing cost assistance to first-time homebuyers.*

Objective: *Provide affordable housing opportunities through the Balanced Communities program (Eastlake – Rancho Vista Apartments, MAAC Senior Housing, Rolling Hills Ranch, and San Miguel Ranch).*

Objective: *Systematically implement neighborhood renewal and rehabilitation programs through the Castle Park Neighborhood Revitalization Program and the Community Housing Improvement Program (CHIP).*

GOAL: Provide professional planning and environmental analysis, and entitlement review and processing services Department projects and programs in an efficient and cost-effective manner.

Objective: *Provide professional technical project analysis, and entitlement review and processing services for the following projects:*

- *Mid-Bayfront*
- *Auto Park Expansion*
- *Chula Vista @ Landis*
- *" E" Street Transit Village*
- *Sweetwater UHSD projects*

Objective: *Develop the following Specific Plans and Area Plans:*

- *Urban Core Specific Plan*
- *Auto Park Expansion – East Specific Plan*

Objective: *Develop and implement efficient and cost-effective internal and external project review processes for western Chula Vista projects.*